MENOMONIE TOURISM COMMISSION

Meeting Minutes
March 5, 2020
Airport Conference Room

MEMBERS PRESENT: Knaack, Solberg, Rodolosi, Raval & Richartz

OTHERS PRESENT: Prange, Haglund, DeMuth, Badtke, Mariah, & Atkinson

A motion was made by Solberg, and seconded by Knaack to approve the January 16, 2020 meeting minutes. Motion carried.

ITEMS OF DISCUSSION:

The Commission briefly discussed possible North Menomonie site locations for a combined Tourism/Chamber facility with no action taken. The item will remain on the agenda for continued discussions at future meetings.

DeMuth reviewed recent activity reports and the January analytics and financial reports from the Chamber of Commerce and Visitor Center. Mariah presented updated information regarding branding and marketing Menomonie by local consultants, Studio MLM. DeMuth reported that a new Tourism Director, Kimberly Stickfort, had been hired by the Chamber of Commerce & Visitor Center.

Police Chief Atkinson provided an overview of the 2020 Presidential Candidate Dairyland Forum on March 29, 2020 at the Dunn County Recreational Park (Fanetti Event Center). The staffing anticipated by the Chief included:
- 20 Uniformed, 4 Plainclothes Officers - $20K
- EMS?
- Public Works Support?

The Commission discussed the need for "heads-in-beds" and possible funding support. A motion was made by Richartz, seconded by Rodolosi to approve up to $5,000 (minimum $2,500) to support the 2020 Presidential Candidate Dairyland Forum on March 29, 2020 for security purposes depending on the number of candidates that attend the event. Motion carried.

The Commission expressed interest in controlling the billboards on the future Holiday Inn Express site adjacent to I-94 and requested an owner's representative attend the next meeting.

The next regular meeting will be on Thursday May 21, 2020 at 9:00 AM at the Airport Conference Room. A motion was made by Knaack, seconded by Richartz to adjourn. Motion carried.

Respectfully Submitted,

Lowell Prange, Recording Secretary